

USING PRIZM® PREMIER IN SIMPLYANALYTICS

What is **PRIZM** Premier?

PRIZM Premier is a marketing segmentation system from Claritas containing 68 segments that combine demographics, consumer behavior, and geographic data to help marketers understand, find, and engage with their customers and prospects.

How to use PRIZM data in SimplyAnalytics

There are two primary ways to leverage the PRIZM data in SimplyAnalytics:

- Identify the top PRIZM segments for a target geography
- Identify areas with the highest concentration of chosen social/lifestage groups

Identifying the Top PRIZM Segment in a Geography

1. In your project, select *New View* (1) towards the top-right of the interface, then *Create* (2) under the <u>Related Data Table</u> view.

New View		0	New View +
MAP	🎨 COMPARISON TABLE	E RANKING TABLE	Comparison
Create a thematic map using this View. Simply select a location and a data variable and we will generate a map that you can easily edit to suit your needs. Maps can also be exported as high resolution images.	This was called a Standard Report in SimplyMap. Add any types of locations (state, county, zip, tract, etc.) and any variables and let us do the rest. It's simple but very informative.	This was called a Location Analysis Report or a Ranking in SimplyMap. First select one "boundary" location, then select the geographic unit you are interested in, and then add data. For example, you can show data for all ZIPs in Ohio or Tracts in Reno.	Table Quick Report
Create	Create	Create	7
Sequence of the second	RING STUDY TABLE	BUSINESS TABLE	Мар
Select this view if you need a comprehensive list of key data variables for any location. Add one or more locations to the report, select the report content (such as a "Demographic Overview") from the dropdown box, and instantly get a nicely formatted, easy-to-read report with detailed information about your selected location(s). Create	Select a central location and get a detailed table containing data for the Imi, 3mi and 5mi rings around it. Use this when you need to understand the characteristics surrounding a specific location, or to compare locations for site selection.	Create a data table with detailed information about businesses that you have added to your project. Export the table to Excel or CSV.	Ţ <u>=</u> Ranking
* RELATED DATA TABLE	TIME SERIES TABLE	Q LOCATION QUERY	
Add one data variable to this report and we will automatically add all of the related data for you. For example, if you add "% Households w/ Income \$50,000 to \$74,999" the report will also show all of the other income ranges as well.	Add one data variable to this report and we will automatically add all years of data for that variable. For example, if you add "Median Household Income, 2017" the report will also show data for the years 2000, 2010, 2011, etc.	Search for locations that match your criteria with this powerful location query view. For example, you can search for all census tracts with a population greater than 5,000 and a median income greater than \$150,000. You can add any locations that match your query to your project for use in other views.	
Create 2	Create	Create	

2. The Edit View screen appears. Here you need to choose a location and add one PRIZM Premier segment. Here's how – first, add/select your target locations within the Edit View screen as shown below.

SimplyAnalytics «	Current Project: New Project
Locations Data Businesses	
Q Location Search 😷	Edit Related Data Table Done
CUSTOM LOCATIONS Shore	
	LOCATIONS Select all Clear
	Texas
	USA
	BG0020001, Dallas County, TX

Next, navigate to the path using the Data Folder option to add in <u>any</u> PRIZM Premier segment. <u>The related data table will automatically add in all variables in the folder when you generate the report.</u>

🗞 SimplyAnalytics «	Current Project: New Project		New P	roject
	PRIZM Premier – Latest		5	×
Q Data Search	 Claritas PRIZM Premier Segments Social Groups 			
CATEGORY OR DATA FOLDER YEAR: LATEST -	Lifestage Groups	# Ususchelds Comment 1. Ususch Crist		
EASI		# Households Segment 1: Upper Crust	:	
EASI Health		% Households Segment 1: Upper Crust	:	imer
Life Stage Clusters		# Households Segment 2: Networked Neighbors	:	ncor
MRI Consumer Survey		% Households Segment 2: Networked Neighbors	:	ent
AGS 2000 Supplemental		# Households Segment 3: Movers & Shakers	:	
AGS 2010 Supplemental		% Households Segment 3: Movers & Shakers	× :	
AGS Census			• •	
AGS Census 1980		# Households Segment 4: Young Digerati		
AGS Census 1990		% Households Segment 4: Young Digerati	:	
AGS Lealth Care		# Households Segment 5: Country Squires	:	
Claritas		, , , , , , , , , , , , , , , , , , ,		
PRIZM Premier 2		% Households Segment 5: Country Squires	1	
PRIZM (Retired 2017)		# Households Segment 6: Winner's Circle	:	
ConneXions		% Households Segment 6: Winner's Circle	:	
Consumer Buying Power				
Financial CLOUT		# Households Segment 7: Money & Brains	1	
P\$YCLE		% Households Segment 7: Money & Brains	1	
P\$YCLE Premier		# Households Segment 8: Grav Power	:	
Simply Applytics				
Community Lifestages				

PRIZM Premier US » Segments

3. With the location chosen, and at least one data variable selected, select, **Done**.

Edit Related Data Table		
LOCATIONS	Select all Clear	DATA
Texas		% Educational Attainment Bachelor's degree or higher, 2021 dem est
USA		Median Household Income, 2021 dem est
BG0020001, Dallas County, TX		K Households Segment 3: Movers & Shakers, 2022 pizm

The report will generate adding in all 68 PRIZM segments. <u>To identify the top segment</u> for your geography, click on the location (1) and **Sort**, Largest to Smallest. Read more about the segment by selecting the variable name, then *View Metadata* (2).

Current Project: New Project	1		×	% Households Segment 3: Mo	2 ×	20001, Dallas County, TX 👻
		BG0020001, Dallas County, TX			% Households Segment 34: Young &	
% Households Segment 3: Movers & Shakers, 2022		Add to Favorites		Data Variable	Influential, 2022	
Data Variable 🗸	BG0020001, Dallas County, TX	Add Alias Location Name		% Households Segment 34: Young & Influential, 2022 prizm	Add to Favorites	
% Households Segment 1: Upper	0.00%	Remove from this Report		% Households Segment 25: Up-	View Metadata	
Crust, 2022 prizm	0.00%	Sort, smallest to largest		and-Comers, 2022 prizm	Open Data Folder	
% Households Segment 2: Networked Neighbors, 2022 prizm	0.00%	Sort, largest to smallest		% Households Segment 13: Upward Bound, 2022 prizm	Create Bar Chart	

Using the Social/Lifestage PRIZM Premier Groups

Within the Data Documentation in SimplyAnalytics (found under Support > Data Documentation), reference the *PRIZM Premier Segment Narratives* 2022 link.

		Data Documentation
🗈 New Project 🔹 Open Project + 🚺	Project Settings 👩 Support + 💍 Guest +	CLARITAS CLARITAS Claritas, founded in 1971, is a provider of consumer segmentation analysis for marketers. Claritas' proprietary segmentation
percent - data	Live Chat (Offline) Help Center	algorithm and differentiated access to data sources provide unique insights to businesses regarding their marketplace and consumers. Through Clarida's one product, PRU/RW Premier Segmentation, clients are able to better understand where their consumers live, work, play, and shop for more effective and efficient marketing. For more information, please visit www.clarida.com.
<i>e</i> 2	Contact Support	 PRIZM™ (retired 2017) from Claritas defines every U.S. Household in terms of 66 demographic and behavior types or segments to help marketers discern those customers' likes, dislikes, lifestyles, and purchasing behaviors.
	Data Documentation	PRIZM ^{III} Segment Narratives
	Replay Tutorial	 PRIZM[™] Methodology,
		 PRIZM^{III} CY/FY Distributions Release Notes 2016
	Download Training Guide	 PRIZM^{III} CY/FY Distributions Release Notes 2017
	Intro to SimplyAnalytics (5:12)	 PRIZM8 Premier's the latest evolution of Claritas' industry leading lifestyle segmentation system, defining every U.S. household in terms of 8d demographically and behaviorally distinct types, or "segments" to help marketers discern those consumers' likes, dislikes, lifestyles and purchase behaviors. New factors in the PRIZM8 Premier model are measures of technology behavior and household saster. The introduction of these key drivers enables you to create segments that reflect how today's households have embraced technology and how they have weathered the economic shifts in recent years. Current-year estimates and five-year projections.
		PRIZM® Premier Segment Narratives 2016
		PRIZM® Premier Segment Narratives 2018
		PRIZM® Premier Segment Narratives 2019
		 PRIZM® Premier Segment Narratives 2020
		 PRIZM® Premier Segment Narratives 2021
		PRIZM® Premier Segment Narratives 2022
		 PRIZM® Premier 2016 Methodology
		 PRIZM® Premier 2018 Methodology
		PRIZM® Premier 2019 Methodology

In this PDF document are two helpful matrixes on pages 11 & 19 - one each for

Social/Lifestage Groups respectively that visualize how the groupings are organized. This example will reference the Social Groups on page 19.

						SECOND CITY		TOWN & RURAL
HIGH -	U1 04 07 19	URBAN UPTOWN Young Digerati Money & Brains American Dreams	<mark>51</mark> 01 02 03	ELITE SUBURBS Upper Crust Networked Neighbors Movers & Shakers	<mark>C1</mark> 22 33 37	SECOND CITY SOCIETY Middleburg Managers Second City Startups Bright Lights, Li'l City	T1 05 09 11	LANDED GENTRY Country Squires Big Fish, Small Pond Fast-Track Families
	21 17 31 35 40	MIDTOWN MIX Urban Elders Connected Bohemians Urban Achievers Aspiring A-Listers	S2 06 08 10 12 13 14 16	THE AFFLUENTIALS Winner's Circle Gray Power Executive Suites Cruisin' to Retirement Upward Bound Kids & Cul-de-Sacs Beltway Boomers	C2 47 48 49 53 54	CITY CENTERS Striving Selfies Generation Web American Classics Lo-Tech Singles Struggling Singles	15 T2 18 23 24 27 28 29	New Homesteaders COUNTRY COMFORT Mayberry-ville Township Travelers Pickup Patriarchs Big Sky Families Country Casuals White Picket Fences
\$	U3 42 43 45 56 63	URBAN CORES Multi-Culti Mosaic City Roots Urban Modern Mix Multi-Culti Families Low-Rise Living	S320252630	MIDDLEBURBS Empty Nests Up-and-Comers Home Sweet Home Pools & Patios	C3 59 61 64 66 67	MICRO-CITY MIX New Melting Pot Second City Generations Family Thrifts New Beginnings Park Bench Seniors	T3 32 38 39 44 46 51 52	MIDDLE AMERICA Traditional Times Hometown Retired Kid Country, USA Country Strong Heartlanders Campers & Camo Simple Pleasures
			54 34 36 41 50	INNER SUBURBS Young & Influential Toolbelt Traditionalists Domestic Duos Metro Grads			T4 55 57 58 60 62 65 68	RUSTIC LIVING Red, White & Blue Back Country Folks Golden Ponds Small-Town Collegiates Crossroad Villagers Young & Rustic Bedrock America
	HIGH CENT MET	DENSITY POPULATION ERS IN MAJOR ROPOLITAN AREAS	MOD NEIG OR SE	ERATELY DENSE HBORHOODS BY THE URBAN ECOND CITY CORE	MOI CENT LARC	DERATLY DENSE POPULATION TERS OF SMALLER CITIES AND GER TOWNS	SMA AS W SUBU FRIN	LL TOWN AND RURAL AREAS, /ELL AS LOW DENSITY URBS ON THE EXURBAN GE

Suppose that a company wants to identify ZIP Codes to market to in the United States, and the profile of whom they want to reach is wealthy & lives in rural areas. The matrix above is sorted by urbanicity and income – <u>T1 Landed Gentry is the target social group</u>.

The goal now is to create a Ranking Report for the USA to find the ZIP Codes with the highest concentrations of **T1 Landed Gentry** adults.

In your project, select *New View* towards the top-right of the interface, then *Create* under the <u>Ranking Table</u> view. You will be presented with the Edit View page. For the **location, ensure that USA is selected**, and navigate to this path: *Claritas PRIZM Premier* » *Social Groups* to select, % Households Social – Town & Rural: T1 Landed Gentry.



Click **Done** to generate the report. From here you can sort *Largest to Smallest* to see the highest concentrations of this social group. <u>**NB**:</u> Set the Ranking Report geographies to ZIP Codes towards the top of the report. See image below for reference.

Currer New	Project:	×		
Top 1	.00 - Zip Codes - in U	JSA - sorted by Location Name	% Households Social - Town & Rural T1: Landed Gentry, 2022	
	Location	% Households Social - Town & R T1: Landed Gentry, 2022 prizm	Add to Favorites	
1	00601, Adjuntas, PR	N/A	Open Data Folder	
2	00602, Aguada, PR	N/A	Add Other Years >	
3	00603, Aguadilla, PR	N/A	Add Count Remove from this Report	
4	00606, Maricao, PR	N/A	Sort, smallest to largest	
5	00610, Anasco, PR	N/A	Sort, largest to smallest	